THE CLAIMS

1.   (Currently Amended)   A method for providing information related to a broadcast television program, the method comprising:

generating, remotely from a user's home, an announcement;

delivering said announcement along with the broadcast television program for display on a television screen within said home, <u>wherein said user decides if and when said announcement should be received</u>, <u>wherein said user chooses when to view said announcement</u>, wherein said announcement is displayed on said television screen ~~without any input from said user~~, said announcement is independent of media content that is being displayed on said television screen at the time of said announcement, and said announcement is delivered based on a profile of said user; and

receiving an input from said user that corresponds to said delivered announcement.

2.   (Previously Presented)   The method according to claim 1, wherein said announcement comprises one or more of a service announcement, a media announcement, and/or a data announcement.

3.   (Previously Presented)   The method according to claim 1, comprising determining whether said received input one of accepts or rejects said delivered announcement.

4.   (Previously Presented)   The method according to claim 3, comprising if said received input selection accepts said delivered announcement, transferring media associated with said delivered announcement for display on said television screen.

5.   (Previously Presented)   The method according to claim 4, comprising transferring said media concurrently with viewing of the broadcast television program.

6.   (Previously Presented)   The method according to claim 1, comprising if said received input comprises an acceptance of said delivered announcement and said delivered announcement comprises a service announcement, delivering service information related to said service announcement to said user within said home.

7.   (Previously Presented)   The method according to claim 1, wherein said input is generated from one or more of a remote control, a keyboard, a scanning device, and/or an audio processing device.

8.   (Previously Presented)   The method according to claim 1, comprising generating supplemental information related to said announcement in response to said received input.

9.   (Previously Presented)   The method according to claim 8, comprising presenting said supplemental information to said user.

10.   (Previously Presented)   The method according to claim 8, comprising presenting on said television screen, said supplemental information to said user concurrently with the broadcast television program.

11.   (Currently Amended)   A machine-readable storage having stored thereon, a computer program having at least one code section for providing information related to a broadcast television program, the at least one code section being executable by a machine for causing the machine to perform steps comprising:

generating, remotely from a user's home, an announcement;

delivering said announcement along with the broadcast television program for display on a television screen within said home, wherein said user decides if and when said announcement should be received, wherein said user chooses when to view said announcement, wherein said announcement is displayed on said television screen without any input from said user, said announcement is independent of media content that is being displayed on said television screen at the time of said announcement, and said announcement is delivered based on a profile of said user; and

receiving an input from said user that corresponds to said delivered announcement.

12. (Previously Presented) The machine-readable storage according to claim 11, wherein said announcement comprises one or more of a service announcement, a media announcement, and/or a data announcement.

13. (Previously Presented) The machine-readable storage according to claim 11, comprising code for determining whether said received input one of accepts or rejects said delivered announcement.

14. (Previously Presented) The machine-readable storage according to claim 13, comprising code for transferring media associated with said delivered announcement for display on said television screen, if said received input selection accepts said delivered announcement.

15. (Previously Presented) The machine-readable storage according to claim 14, comprising code for transferring said media concurrently with viewing of the broadcast television program.

16. (Previously Presented) The machine-readable storage according to claim 11, comprising code for delivering service information related to said service announcement to said user within said home, if said received input comprises an acceptance of said delivered announcement and said delivered announcement comprises a service announcement.

17.   (Previously Presented)   The machine-readable storage according to claim 11, wherein said input is generated from one or more of a remote control, a keyboard, a scanning device, and/or an audio processing device.

18.   (Previously Presented)   The machine-readable storage according to claim 11, comprising code for generating supplemental information related to said announcement in response to said received input.

19.   (Previously Presented)   The machine-readable storage according to claim 18, comprising code that causes said supplemental information to be presented to said user.

20.   (Previously Presented)   The machine-readable storage according to claim 18, comprising code for presenting on said television screen, said supplemental information to said user concurrently with the broadcast television program.

21.   (Currently Amended)   A system for providing information related to a broadcast television program, the system comprising:

at least one processor that generates, remotely from a user's home, an announcement;

said at least one processor delivers said announcement along with the broadcast television program for display on a television screen within said home, wherein said

user decides if and when said announcement should be received, wherein said user chooses when to view said announcement, wherein said announcement is displayed on said television screen ~~without any input from said user~~, said announcement is independent of media content that is being displayed on said television screen at the time of said announcement, and said announcement is delivered based on a profile of said user; and

said at least one processor receives an input from said user that corresponds to said delivered announcement.

22.   (Previously Presented)   The system according to claim 21, wherein said announcement comprises one or more of a service announcement, a media announcement, and/or a data announcement.

23.   (Previously Presented)   The system according to claim 21, wherein said at least one processor determines whether said received input one of accepts or rejects said delivered announcement.

24.   (Previously Presented)   The system according to claim 23, wherein said at least one processor transfers media associated with said delivered announcement for display on said television screen, if said received input selection accepts said delivered announcement.

25.   (Original)   The system according to claim 24, wherein said at least one processor transfers said media concurrently with viewing of the broadcast television program.

26.   (Previously presented)   The system according to claim 21, comprising, if said received input selection comprises an acceptance of said delivered announcement and said delivered announcement comprises a service announcement, delivering service information related to said service announcement to said user within said home.

27.   (Previously Presented)   The system according to claim 21, wherein said input is generated from one or more of a remote control, a keyboard, a scanning device, and/or an audio processing device.

28.   (Previously Presented)   The system according to claim 21, wherein said at least one processor generates supplemental information related to said announcement in response to said received input.

29.   (Original)   The system according to claim 28, wherein said at least one processor presents said supplemental information to said user.

30. (Previously Presented)   The system according to claim 28, said at least one processor presents on said television screen, said supplemental information to said user concurrently with the broadcast television program.

31. (Previously Presented)   The system according to claim 21, wherein said at least one processor is one or more of a media processing system processor, a media management system processor, a computer processor, media exchange software processor, and/or a media peripheral processor.

32. (Previously presented)   The method according to claim 1, wherein said user profile is established by said user.

33. (Previously presented)   The method according to claim 1, wherein said user profile is a default user profile assigned to said user.

34. (Previously presented)   The method according to claim 1, comprising displaying said announcement based on interaction of said user.

35. (Canceled)

36. (Canceled)

37.   (Previously presented)   The machine-readable storage according to claim 11, wherein said user profile is established by said user.

38.   (Previously presented)   The machine-readable storage according to claim 11, wherein said user profile is a default user profile assigned to said user.

39.   (Previously presented)   The machine-readable storage according to claim 11, comprising displaying said announcement based on interaction of said user.

40.   (Canceled)

41.   (Canceled)

42.   (Previously presented)   The system according to claim 21, wherein said user profile is established by said user.

43.   (Previously presented)   The system according to claim 21, wherein said user profile is a default user profile assigned to said user.

44.   (Previously presented)   The system according to claim 21, comprising displaying said announcement based on interaction of said user.

45.   (Canceled)

46.   (Canceled)